

(Please note that the Editorial Calendar is subject to change during the year.)

*Corporate profiles are available in each issue

JANUARY/FEBRUARY

- **Pharma Choice Awards:** Showcase of the industry's picks of the year's best creative.
- The Long-Term Impact of COVID on the Pharma Sales Model
- "Circle of Excellence" Trailblazer Brand Champion Roundtable
- **Focus On: PR—Thriving in Hard Times***

MARCH

- The Election is Over—What to Expect in 2021 and Over the Next 4 Years
- Examining Streaming and Media Viewing Habits: Do You Need to Alter Your DTC Approach?
- **Think Tank:** Eliminating Wasted Investments—The Key Tools, Services, and Strategies to Optimize Your Spend
- **Special Supplement:** The Greatest Creators: A Portfolio of Agencies' Best Work*
- Moving Beyond the Contrived—Creative That Takes Risks
- Key 2021 Culture Shifts that Should Impact Your Branding Strategy

APRIL

- How Will Politics, Economic Stress, COVID, and More Change the Payer Landscape
- Solving the Long Road to Medical Device Reimbursement
- **Think Tank:** Virtual Engagement: What Works, What Doesn't, and What's New?
- **Focus On: Payer Strategies***

MAY

- **Special Issue:** 2021 PM360 ELITE Winners
- Capturing the Attention of Today's Even More Time-Constrained HCPs
- Cross-Stakeholder Partnerships: IDNs, Insurance Companies, Pharmacies, and Pharma All Working Together
- The Re-Imagination of Medical Conferences and Congresses
- **Focus On: HCP Engagement and Education***

JUNE

- The New Marketing Plan: What Adjustments You Must Make Following COVID
- How Pharma and MedTech Can Respond to the Shift in Care Delivery
- The Sliding Timeline of a Launch: How to Mitigate Risk No Matter the Delay
- **Forum:** Influencers and Social Media*
- Partnering with Nano- and Micro-Patient Influencers
- **Think Tank:** Shaking Up the Social Media Landscape: New Platforms, Social Issues, Reputation Problems, and More

JULY/AUGUST

- Moving from Traditional Selling to Account Selling: The Recipe for the Future
- Breaking Through Patient, Provider, and Payer Skepticism of Cell and Gene Therapies
- The Rise of SPACs—The Growing Trend for Raising Funds for New Biotechs
- **Focus On: Adherence/Compliance***

SEPTEMBER

- Identifying Social Determinants of Health and Helping Patients Address These Issues
- Building a More Agile MLR Process for Faster—Even Real-Time—Engagement
- **Think Tank:** Strategies for Driving New Patient Starts Virtually
- **Focus On: Patient Experience***

OCTOBER

- **Special Issue:** 2021 PM360 Trailblazer Award Winners
- New Sales Training Techniques for Your New Look Sales Force
- Clinical Trials—How Recruiting, Participating, and Monitoring Is All Changing
- The Path to an Interventional Approach: Medical Devices Displacing Drugs in the Treatment Paradigm
- **Focus On: Data Analytics***

NOVEMBER

- **Forum:** Point of Care and Telehealth*
- The Future of In-Office Point of Care Marketing
- The Pharmacy's Expanding Role Beyond Brick and Mortar Services
- **Think Tank:** The Best Non-Personal Promotion Opportunities Within Telehealth

DECEMBER

- **Special Issue:** Innovations: Companies, Startups, Products, Services, Strategies, and Divisions*
- Measuring the Impact of Innovation—How to Know If it Works
- Change Management—Getting Team Members Who Are Stuck in their Ways to Embrace the New
- **Think Tank:** Marketing Time Suckers and the Best Ways to Automate Them